

PATENT

645XX

CERTIFICATE OF FACSIMILE TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being faxed to 703-872-9306 on the date shown below to Mail AF, Commissioner for Patents, U.S. Patent and Trademark Office, Alexandria, Virginia 22313-1450.

Date: 11/17/04  
Casey MartinRECEIVED  
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NOV 19 2004**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant: Thomas K. Roslak, *et al.*

Examiner: Cuong H. Nguyen

Serial No: 09/490,529

Art Unit: 3625

Filing Date: January 25, 2000

Title: PERSONAL SHOPPING SYSTEM

Mail Stop AF  
Commissioner for Patents  
U.S. Patent and Trademark Office  
Alexandria, Virginia 22313-1450

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**REPLY TO FINAL OFFICE ACTION DATED AUGUST 19, 2004**

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Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the comments and amendments set forth hereinafter.